

Virginia Department of Agriculture and Consumer Services
Division of Consumer Protection
Office of Product and Industry Standards
102 Governor Street, Richmond VA 23219 • www.vdacs.virginia.gov

TECHNICAL BULLETIN

Bulletin number: 2008-02

Subject: "Half-pricing" of motor fuels

Issue date: May 30, 2008

Expiration date: September 30, 2008

Purpose

To provide guidance regarding "half-pricing" to retailers of petroleum products whose pumps are too antiquated to display accurately the current price of petroleum products. For purposes of this bulletin, "half-pricing" is defined as the practice whereby the pump displays the price for a half-gallon of motor fuel (i.e. gasoline or diesel fuel) and the price shown on the meter is then doubled to compute the final sale amount. This bulletin does not apply to retailers whose more modern pumps can accurately display current prices.

Interim Guidelines

1. Affected retailers who engage in "half-pricing" during the waiver period must affix a weatherproof sign on the outside of each retail fuel dispenser, in a location that is conspicuous to anyone using the dispenser, indicating in legible print that the price displayed on the pump is only one half of the actual sale price, and that the total value of the sale will be calculated by doubling the total amount shown on the pump.
2. By the end of the waiver period, affected retailers are expected to have upgraded their equipment to ensure that the pumps reflect the actual sale price of the respective motor fuel product and accurately compute the total sale price; non-compliant pumps will be condemned pursuant to §3.1-934 of the Code of Virginia and will be ordered out of service until they are brought into compliance.
3. If affected pumps are not upgraded by the end of this waiver period, retailers will be required to furnish proof, upon request, that the appropriate upgrade kit has been ordered in a timely manner. The Commissioner of VDACS may elect to grant additional time to retailers, on a case-by-case basis, to continue to use half-pricing beyond the waiver period should extenuating circumstances warrant that action.
4. Retailers are cautioned that they will continue to be required to display the actual price of petroleum products on all other applicable signage or advertisements.

5. Labeling requirements regarding brand name, trademark or trade name, and octane rating are not impacted by this interim waiver, and will continue to be enforced in accordance with existing laws and regulations.

If you have questions regarding this bulletin, please contact Mr. Robert Bailey, OPIS Program Manager, at 804/786-2476 or via e-mail at Robert.Bailey@vdacs.virginia.gov